

02/26/97

17:19

BFLD RJR

RJ REYNOLDS

TOBACCO COMPANY

February 26, 1997

RJR Account #315288

Mr. B. Grismore
DOWLINGS, INC.S. R. MacLEOD
Region Operations Mgr150 Lawrence Hall Drive
Suite #108

Williamsville, NY 14221

(716) 634-8232

Fax (716) 634-3148

APRIL DORAL B2GF LIGHTER / PROMOTION #700050

Dear Bud:

Regular DORAL product has been ordered (see quantities listed below), as well as 120 SKUs of Doral Lighters (Item #521573) to pack and ship the above promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

UPC #	DORAL STYLE	# / (12M) Cases
12300-16612	FF King	2
12300-16312	FF 100	2
12300-15112	Light King	2
12300-15212	Light 100	2

Product PO # 147A; Displays PO # 147B

Product / Premium Arrival:

March 24, 1997

Ship Date to Retail:

Week of: March 31, 1997

Lighters: (Item #521573)

SKU CUBE:

1.1490

SKU WT (w/o Product):

4.1900 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Savings Cartons

EFT \$ Amount:

\$4,208.08

Non-EFT \$ Amount:

\$N/A

COMPLETED

51862 3704

402 SMS584N1
ORDER FROM: 16XXXX

SALES MATERIALS SYSTEM
ORDER REVIEW

03/06/97 10:48
ORDER NUMBER: 7074-4000

SHIP TO: 1623 / 315288

SKU	(LINES 1 - 1 OF 1 SHOWN)		MAXIMUM ORDER QTY	ORIGINAL ALLOC QTY	L E V	REMAIN ALLC QTY
120_	521573 DORAL B2GF LIGHTER-APR	UNITS/SKU	20 BOX	5315	R	293

Dawling
PO #147B

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(*) ASTERISKS INDICATE THAT THE MAXIMUM ORDER QTY WAS ORIGINALLY EXCEEDED

PF3 - RETURN TO PREVIOUS SCREEN PF7 - SCROLL UP

PF4 - CONTINUE WITH ORDER PF8 - SCROLL DOWN

PF12 - MAIN MENU

PF1 - HELP

51862 3705